

RR RUAPBI

DE RUAWKO 31

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BT

UNCLAS RELAY WA

802 SEELY/MORGENROTH FROM HOWARD/ALLEN OW 916

FEB 13 4 10 AM '61

REUR 30 JANUARY MEMO ON LOGOGRAPH REVISIONS, BELIEVE THAT
FOLLOWING LOGOGRAPHS SHOULD NOT RPT NOT BE REVISED AS PROPOSED
FOR THE FOLLOWING REASONS:

ALFA. PEKING, NCNA, IN CHINESE TO CHINA: THIS TRANSMISSION
IS NOT RPT NOT TO CHINA. USE OF "CHINA" IN THE LOGOGRAPH
IMPLIES THAT ANY RESIDENT ANYWHERE IN CHINA CAN TUNE IN THIS
BROADCAST AND GET THE LATEST NCNA NEWS. AS THIS IS NOT RPT NOT SO,
THIS LOGO VIOLATES THE STATEMENT IN PARAGRAPH ONE OF REFERENCED
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MEMORANDUM THAT THE PURPOSE OF REVISING PRESS LOGOS IS, AMONG
OTHER THINGS, TO IMPROVE ACCURACY. ACTUALLY THIS TRANSMISSION
IS FOR CERTAIN MEMBERS OF THE CHINESE PRESS WHO HAVE HIGHLY
TECHNICAL EQUIPMENT ENABLING THEM TO RECEIVE THE TRANSMISSION.
THE LOGO SHOULD MORE ACCURATELY READ: PEKING, NCNA, IN CHINESE
TO THE CHINESE PRESS.

BRAVO. PEKING, NCNA, IN ENGLISH TO ASIA AND PEKING, NCNA
IN ENGLISH TO EUROPE: THE ASIAN AND EUROPEAN NCNA ENGLISH BEAMS
CARRY THE SAME MATERIAL WITHIN MINUTES OF EACH OTHER AND ONLY
ON VERY RARE OCCASIONS DOES ONE OF THE BEAMS CARRY A UNIQUE ITEM.
TO LOGO THESE SEPARATELY WILL COMPLICATE BUREAU OPERATIONS
NEEDLESSLY, AS THE CODE OPERATOR WILL HAVE TO INFORM THE EDITOR
WHICH BEAM THE ITEM WAS COPIED FROM, THE EDITOR WILL HAVE TO
BE CAREFUL TO LOGO THE PIECE OF COPY CORRECTLY AND HE WILL HAVE
TO KEEP TWO LOGS FOR NCNA ENGLISH INSTEAD OF ONE--OR RATHER TWO
PARTIAL LOGS WHICH WILL HAVE TO BE COMBINED BY THE RECIPIENT.
SUGGEST RETAINING THE COMBINED "EUROPE AND ASIA" BEAM EXCEPT
FOR THE RARE OCCASIONS WHEN AN ITEM APPEARS ON ONLY ONE BEAM.

CHARLIE: HANOI IN ENGLISH TO ASIA AND EUROPE: ASSUME THAT
THE OMISSION OF "VNA" IN THIS LOGO WAS A TYPOGRAPHICAL ERROR.
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IT IS OUR FEELING THAT IF THE MODE OF TRANSMISSION--WHICH
IN ITSELF LIMITS THE SIZE OF AUDIENCE SPECIFIED BY THE GEOGRAPHICAL
TERM IN THEM 949--IS OMITTED, MORE THAN EVER THE TERMS "AUTHORIZED
RECIPIENTS," "AGENCY OFFICES," OR SOME OTHER LIMITING FACTOR
SHOULD BE INCLUDED IN THE LOGO, ESPECIALLY OF FREE WORLD
TRANSMITTERS.

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13/0633Z FEB RUAWKO